

## Message Text

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PAGE 01 STATE 247584  
ORIGIN COME-00

INFO OCT-01 ARA-15 ISO-00 EB-08 ICA-20 /044 R

DRAFTED BY COM/BED/OIM/ANDEAN/RMUENZER/BL  
APPROVED BY EB/OCA/JJREILLY  
COM/BED/OIM/ANDEAN/TKBREWER, CMM  
COM/BED/OIM/EM/EOLSEN, AD  
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BED/OED/MEPD/JPHILBRICK  
STATE/WSKOK; USIA/MJASKIEWICZINFO  
STATE/JREILLY  
STATE/SHOLLY  
ICA/AR/TEDUNMAN

-----010963 290310Z /14

P 282201Z SEP 78  
FM SECSTATE WASHDC  
TO AMEMBASSY BOGOTA PRIORITY

UNCLAS STATE 247584

E.O. 11652: N/A

TAGS: BEXP, ETEL, CO

SUBJECT: TRADE PROMOTION: COLOR TELEVISION SENATE PRESEN-  
TATION

REF: BOGOTA 8556, 8713, 9014, 9187, 9189

1. E. MACDONALD NYHEN, TECHNICAL ADVISOR ON ELECTRONICS,  
SCIENCE AND ELETRONICS DIVISION, BUREAU OF DOMESTIC  
BUSINESS DEVELOPMENT, DOC WILL BE IN BOGOTA WEEK OF OCTOBER  
16. PLEASE MAKE HOTEL RESERVATIONS OCTOBER 16 THROUGH  
20TH.

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PAGE 02 STATE 247584

2. MR. NYHEN HAS THE TECHNICAL DEPTH AND INTERNATIONAL  
BREADTH TO DISCUSS THE U.S. COLOR TELEVISION SYSTEM WITH  
THE COLOMBIAN SENATE COMMITTEE ON THURSDAY, OCTOBER 19.  
THE TITLE OF HIS PRESENTATION IS "THE ADVANTAGES OF THE  
NTSC SYSTEM IN TERMS OF COLOMBIAN INTERESTS."

3. MR. NYHEN WILL APPRECIATE THE EMBASSY'S FULL SUPPORT IN

THE FORM OF ADVANCE BRIEFINGS CONCERNING GEOPOLITICAL ASPECTS OF PRIOR SELECTED SYSTEMS IN LATIN AMERICA, AND RECEPTIVITY OF SENATE COMMITTEE OR COLOMBIAN DECISION MAKERS TO OTHER TWO SYSTEMS. WHAT ARE THE DATES AND ORDER OF THE

THREE PRESENTATIONS? IS THE U.S. APPEARANCE ON OCTOBER 19 THE LAST? PLEASE REPLY SOONEST THIS LAST QUESTION.

4. BALANCE OF TIME MAC NYHEN WILL WORK WITH POST ON ADVANCE ARRANGEMENTS FOR NOVEMBER COLOR TV SEMINAR TENTATIVELY SET FOR MID WEEK OF NOVEMBER 13TH. HE IS PRESENTLY PLANNING AND PROCURING SEMINAR AND WILL RETURN TO POST AS CHAIRMAN/DIRECTOR. SEMINAR WILL BE SUBJECT OF SEPARATE CABLE.

5. MAC NYHEN EXPECTS TO USE PRESENTATION RELATED. VISUAL MATERIALS DURING SENATE PRESENTATION HOWEVER, COLOMBIAN DECISION MAKERS WILL BE INVITED TO EMBASSY HOSTED NOVEMBER SEMINAR WHERE U.S. EQUIPMENT AND VISUAL AIDS WILL BE UTILIZED IN STRONG EFFORT FOR US COLOR SYSTEM SELECTION. CHRISTOPHER

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## Message Attributes

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**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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Sheryl P. Walter  
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